

Marketing

Certificate

27 Credit Hours

This program is offered by the George Herbert Walker School of Business & Technology/Management Department and is available at St. Louis home campus and at the Geneva campus.

For information on the general requirements for a certificate, see Certificate under the Academic Policies and Information section of this catalog.

This program is designed for working adults with several years of organizational experience. It offers specialized courses in the various phases of pricing, promoting and distributing products or services to the consumer. Classes are taught by working professionals who bring professional expertise as well as academic competence to the program.

In addition to the six courses in marketing, the program includes three requisite courses in accounting, economics and management. The six core courses must be completed in residence at Webster University. A certificate in marketing is issued on successful completion of the program with C or better in all courses and an overall GPA of 2.5.

A student may not complete both a bachelor's degree with an emphasis in marketing and a certificate in marketing.

Requirements

Requisite Courses (9 hours)

These courses may either be taken at Webster University or transferred.

- ACCT 2010 Financial Accounting (3 hours)
- MNGT 2100 Management Theory and Practices (3 hours)
- ECON 2020 Principles of Microeconomics (3 hours)

Marketing Core Courses (18 hours)

These courses must be taken in residence at Webster University.

- MNGT 2500 Marketing (3 hours)
- MNGT 3510 Management of Integrated Marketing Communications (3 hours)
- MNGT 3550 Public Relations (3 hours)
- MNGT 4330 International Marketing (3 hours)
- MNGT 4570 Marketing Research (3 hours)
- MNGT 4920 Marketing Strategies (Overview) (3 hours)